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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Applicant: Plow)	Art Unit: 3622
)	
Serial No.: 09/922,201)	Examiner: Lastra
)	
Filed: August 2, 2001)	STL9-2000-0037-US1
)	
For: SYSTEM, METHOD, AND COMPUTER)	August 17, 2004
PROGRAM PRODUCT FOR SELECTIVELY)	750 B STREET, Suite 3120
DISPLAYING INTERNET ADVERTISEMENTS)	San Diego, CA 92101
)	

RESPONSE TO OFFICE ACTION

Commissioner of Patents and Trademarks
Washington, DC 20231

Dear Sir:

In response to the Office Action dated July 6, 2004, please amend the above-captioned patent application as follows.

1176-S.AM1